Kickstart My Chart

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
   1. Music campaigns have the highest success rate (77%)
   2. An average of 339 campaigns are launched a month with an average success rate of 54%, these numbers are fairly consistent across all twelve months with May have the highest success rate of 61% and December having the lowest of 44%
   3. Campaigns with a low goal, particularly those whose goal is less than 1000, have the highest success rate
2. What are some limitations of this dataset?
   1. Individual donation data
      1. Time stamps to analyze if there is a “typical” successful campaign timeline and if there are identifiable campaign funding milestones or markers that indicate potential success
      2. Donation amounts to analyze individual donation patterns across different categories, sub-categories, and countries; and if large donations affect the success of a campaign
3. What are some other possible tables and/or graphs that we could create?
   1. What countries most campaigns originate from by month
   2. What categories exceed their funding goal most often

Bonus

1. Use your data to determine whether the mean or the median summarizes the data more meaningfully.
   1. The median
2. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
   1. Successful campaigns have greater variability. There are many different ways to get a campaign funded and these various avenues create the variability of how the goal is reached across campaigns.